



**HISTORIC DOWNTOWN L.A.  
BUSINESS IMPROVEMENT DISTRICT  
"A Community & Business Partnership"**

May 9, 2012

Transmission via email

Paul Makowski  
Administrative Services  
Office of the City Clerk  
City Hall, Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Downtown Los Angeles Business Improvement District

First Quarter Report: FY 2012

**Sidewalk Operations and Beautification: Annual Budget \$874,980: 64% of Management Plan**

**Safety: Annual \$447,410**

**Quarterly Budget: \$110,330**

**Quarterly Actual: \$101,407**

**Actual 2012: \$101,407**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by Telephone Secretary, a live dispatch operator, 24 hours per day. The safety patrol services hours are Sunday through Tuesday, 6:00am to midnight, and Wednesday through Sunday, 6:00am to 3:00am to handle the additional nightlife and residential traffic in Downtown.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. A majority of the activity is transient activity, followed by illegal vending, of which we are seeing a decrease in our district.

We are seeing a marked increase in tagging. Several of our officers have been operating in plain clothes to identify taggers and are working with LAPD on making arrests. We had several demonstrations on Art Walk and other days by Occupy LA, and the event “Fiesta Broadway” on April 29<sup>th</sup>, during which we deployed additional officers which assisted in a street presence. We have also begun enforcement of illegal dumping, and are working with our clean team partner, Chrysalis on a strategy for enforcement—the goal being a reduction in the burden this additional cost places on us every year.

#### **Fourth Quarter Report (UPS):**

<b>Activity</b>	<b>4<sup>th</sup> Quarter 2011</b>	<b>1st Quarter 2012</b>
Transient	824	779
Drugs & Alcohol	202	284
Vendors	215	151
Contact	80	222
Disturbance	131	275
Trespassing	64	94
Theft/Burglary	24	44
Violent	10	12
Sexual	11	0
Sick Persons	12	46
Vandalism	9	3
41.18	410	587

The HDBID staff met with the LAPD Captain and other LAPD personnel regarding district issues, and also regularly attended Community Police Advisory Board Meetings. The HDBID security team attends LAPD Crime Control meetings and assists LAPD with task forces throughout the area, including pill sales at 5<sup>th</sup> and Broadway and illegal vending arrests and confiscation of goods.

We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance cameras throughout our district, in partnership with other BIDs with cameras in their areas. The goal is to have one system, monitored and operated by LAPD. We now have a proposal of costs for construction and three years of maintenance of a camera system.

#### **Maintenance:**

**Annual: \$427,570**

**Quarterly Budget: 106,870**

**Quarterly Actual: \$108,463**

**Actual 2011: \$108,463**

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures.

As a supplement to the sweeper crews, the HDBID provides a battery-operated, Tennant Model T-20 Sweeper-Scrubber, which is run 40 hours per week. As a supplement, a high-pressure sidewalk washing system is used 40 hours per month.

**First Quarter Report 2012 (Chrysalis):**

Services	4th Quarter 2011	1st Quarter 2012
Trash Bag Count	19,867	21,799
Trash Weight (Lbs)	456,941	501,377
Graffiti Tags	499	2230
Bulk Item Pickup	656	1299
Pressure Washing (Hours)	112	120
# Recepticals Maintained	143	143

The HDBID board approved the removal of dead trees throughout the district and the gradual replacement with Sejo Palms, a drought and stress tolerant landscaping plant. We have also begun repainting the planters and moving them into a more uniform and organized manner, beginning with the most challenging crime areas first. We have completed Main Street from 5<sup>th</sup> to 7<sup>th</sup>, 5<sup>th</sup> Street from Main to Broadway, Spring from 5<sup>th</sup> to 6<sup>th</sup>, and plan on moving to Broadway in the coming months.

We have seen graffiti more than quadruple in the 1<sup>st</sup> quarter 2012, and illegal dumping of large items double. We have been painting out graffiti and removing these items as they happen.

We will continue the maintenance, watering, and upkeep as part of the regular scope which includes graffiti and dog waste removal, pressure washing, and trash sweeping and removal.

### **District Identity, Marketing : Annual Budget \$150,050: 10% of Management Plan**

**Annual: \$150,050**

**Quarterly Budget: \$49,680**

**Quarterly Actual: \$32,914**

**Actual 2012: \$32,914**

The first quarter was a continuation of support for Downtown Art Walk and other area events. Patronage of the Art Walk was down slightly, to just over 20,000 visitors. Our full security team is deployed to manage the excess of pedestrians and attendees. Additional trash and sidewalk impact is accounted for and services provided by Chrysalis.

A monthly newsletter was established to market happenings in the district, and is distributed to a large email database and also posted on a new HDBID Facebook page, which was established in November. A new website is also being designed and built and should be launched by summer 2012.

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes an established sign ordinance, streetscape improvements, streetcar project which will be a successful connection between many Downtown districts. The director has been attending planning, was named co-chair of the economic development, and sign ordinance. The HDBID is also working with DLANC and the Spring Street Park project, and several ideas for pop up park spaces throughout the district.

We completed a retail survey of the conditions on Broadway, and have begun working with the area Merchants Association on a map of the most current retail in the area.

We are working with an independent group (Southland) to establish a Farmer's Market for the residents. All permits but Health have been completed and it is set to launch July 2012.

### **Administration: 15% of Management Plan**

**Annual: \$ 206,240**

**Quarterly Budget: \$46,990**

**Quarterly Actual: \$42,027**

**Actual 2011: \$42,027**

Historic Downtown Los Angeles Business Improvement moved to a new location, and set up new systems for phone, internet, and dispatch. The HDBID now maintains a full time office at 543 South Spring Street, Suite 1116, Los Angeles, CA 90013. The staff consists of one, full time Executive Director, Blair Besten and one part time assistant/independent contractor, Patti Berman. We have a consultant accountant who manages our financial statements and assists with reports to both the board and the city.

HDBID hosted monthly board meetings and the following committee meetings in January, February, and March: Steering, Economic Development, Operations, Executive, Nominating, and Finance.

The HDBID is beginning the renewal process and has hired Urban Place Consulting Group for this purpose. We have begun outreach to area property owners, review of the management plan, and are addressing potential expansion.

**Contingency, City Fees, Legal and Tax Expenses and Reserves: 11% of Management Plan**

**Annual: \$ 115,880**

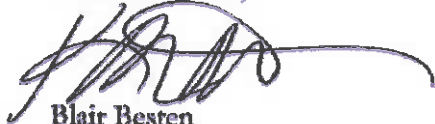
**Quarterly Budget: \$48,370**

**Quarterly Actual: \$29,199**

**Actual 2011: \$29,199**

Our 2011 review was prepared by RBZ. They will also handle our 2012 tax preparation. Other expenditures were bank fees, payroll fees, taxes, and replenishment of reserves.

Kindest regards,

A handwritten signature in dark ink, appearing to read 'Blair Besten', with a long horizontal flourish extending to the right.

Blair Besten

Executive Director

Historic Downtown Los Angeles Business Improvement District





**HISTORIC DOWNTOWN L.A.  
BUSINESS IMPROVEMENT DISTRICT  
"A Community & Business Partnership"**

August 22, 2012

Transmission via email

Paul Makowski  
Administrative Services  
Office of the City Clerk  
City Hall, Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Downtown Los Angeles Business Improvement District

Second Quarter Report: FY 2012

**Sidewalk Operations and Beautification: Annual Budget \$874,980: 64% of Management Plan**

**Safety: Annual \$447,410**

**Quarterly Budget: \$111,950**

**Quarterly Actual: \$103,338**

**Actual 2012: \$204,745**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by Telephone Secretary, a live dispatch operator, 24 hours per day. The safety patrol services hours are Sunday through Tuesday, from 6:00am to midnight, and Wednesday through Sunday, 6:00am to 3:00am to handle the additional nightlife from visitors and residential traffic in Downtown.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. A majority of the activity is transient activity, followed by illegal vending, of which we saw an increase in our district this quarter.

We are seeing a marked increase in tagging, as well. Several of our officers have been operating in plain clothes to identify taggers and are working with LAPD on making arrests. We had several demonstrations on Art Walk and other days by Occupy LA, and the event "Fiesta Broadway" on April 29<sup>th</sup>, during which we deployed additional officers which assisted in a street presence. We have also begun enforcement of illegal dumping, and are working with our clean team partner, Chrysalis on a strategy for enforcement.

The HDBID staff met with the LAPD Command staff regarding district issues, and also regularly attended Community Police Advisory Board Meetings. The HDBID security team attends LAPD Crime Control meetings and assists LAPD with task forces throughout the area, including pill sales at 5<sup>th</sup> and Broadway and illegal vending arrests and confiscation of goods.

We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance cameras throughout our district, in partnership with other BIDs with cameras in their areas. The goal is to have one system, monitored and operated by LAPD. We now have a proposal of costs for construction and three years of maintenance of a camera system.

#### **Second Quarter Report (UPS):**

Activity	4 <sup>th</sup> Quarter 2011	1st Quarter 2012	2nd Quarter 2012
Transient	824	779	694
Drugs & Alcohol	202	284	296
Vendors	215	151	249
Contact	80	222	139
Disturbance	131	275	249
Trespassing	64	94	166
Theft/Burglary	24	44	41
Violent	10	12	9
Sexual	11	0	0
Sick Persons	12	46	40
Vandalism	9	3	20
41.18	410	587	541
Indecent Exposure	-	-	28
Weapons	-	-	14
Loitering	-	-	111
Urinating /Defecating	-	-	8
Illegal Dumping	-	-	49

#### **Maintenance:**

**Annual: \$427,570**

**Quarterly Budget: 106,870**

**Quarterly Actual: \$107,263**

**Actual 2012: \$215,726**

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HDBID trash cans.



As a supplement to the sweeper crews, the HDBID provides a battery-operated, Tennant Model T-20 Sweeper-Scrubber, which is run 40 hours per week. As a supplement, a high-pressure sidewalk washing system is used 40 hours per month. In the second quarter we added 20 hours per week of MT-20 time to the schedule to supplement the heavier, dirtier summer months.

The HDBID board approved the removal of dead trees throughout the district and the gradual replacement with Sego Palms, a drought and stress tolerant landscaping plant. We have continued repainting the planters and organizing them in a more uniform look for the district. We have completed Main Street from 5<sup>th</sup> to 7<sup>th</sup>, 5<sup>th</sup> Street from Main to Broadway, Spring from 5<sup>th</sup> to 6<sup>th</sup> and in the second quarter, 6<sup>th</sup> from Main to Spring, and 4<sup>th</sup> from Hill to Broadway. Many palms have been vandalized or stolen and they continue to be replaced as needed.

We saw another increase in graffiti, the most occurrences happening on Art Walk night. Illegal dumping of large items has stabilized but still remains high. During several Occupy LA protests, we saw a swell in chalk graffiti on the sidewalks and buildings, and these occurrences were either power washed or painted out as needed.

We will continue the maintenance, watering, and upkeep as part of the regular scope with a heavier emphasis in the second and third quarters as these are dirtier months. We also include graffiti and dog waste removal, pressure washing, and trash sweeping and removal in our scope.

#### **Second Quarter Report 2012 (Chrysalis):**

Services	4th Quarter 2011	1st Quarter 2012	2nd Quarter 2012
Trash Bag Count	19,867	21,799	21,212
Trash Weight (Lbs)	456,941	501,377	487, 876
Graffiti Tags	499	2230	2305
Bulk Item Pickup	656	1299	1046
Pressure Washing (Hours)	112	120	128
# Recepticals Maintained	143	143	143

#### **District Identity, Marketing : Annual Budget \$150,050: 10% of Management Plan**

**Annual: \$150,050**

**Quarterly Budget: \$33,390**

**Quarterly Actual: \$44,661**

**Actual 2012: \$77,575**

The second quarter was a continuation of support for Downtown Art Walk, of which attendance nearly doubles in

summer months. Our full security team is deployed to manage the excess of pedestrians and attendees. Additional trash and sidewalk impact is accounted for and services provided by Chrysalis.

We continued with the newsletter, distributing it to an increasing email database. The new HDBID Facebook page membership was up by 100% which was established in November 2011.

The costs for marketing and district identity were up due to the investment and launch of a website, and also the marketing, extra deployment, cleanup, and facilitation of the Historic Downtown Farmers' Market. Permits and signage was purchased in the second quarter.

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes bi-monthly meetings for the fabrication of a new sign ordinance, Streetcar board membership and monthly meetings regarding outreach and education. The director was named co-chair of the economic development committee, and is working on vacant retail installations for marketing available retail space to new and exciting tenants. The director also attends monthly DLANC meetings as an alternate board member. The director is also involved with the Spring Street Park project and operations plan, and is supporting Complete Streets on their plans for parklets on Spring.

We completed a retail survey of the conditions on Broadway, and have begun working with the area Merchants Association on a map of the most current retail in the area.

#### **Administration: 15% of Management Plan**

**Annual: \$ 206,240**

**Quarterly Budget: \$47,200**

**Quarterly Actual: \$42,744**

**Actual 2012: \$84,770**

Historic Downtown Los Angeles Business Improvement moved to a new location, and set up new systems for phone, internet, and dispatch. The HDBID now maintains a full time office at 543 South Spring Street, Suite 1116, Los Angeles, CA 90013. The staff consists of one, full time executive director, Blair Besten and one part time assistant/independent contractor, Parti Berman. We have a consultant accountant who manages our financial statements and assists with reports to both the board and the city.

HDBID hosted monthly board meetings and the following committee meetings in April, May, and June: Steering, Economic Development, Operations, Executive, Nominating, and Finance.

The HDBID is beginning the renewal process and has hired Urban Place Consulting Group for this purpose. We have begun outreach to area property owners, review of the management plan, and are addressing potential expansion.

#### **Contingency, City Fees, Legal and Tax Expenses and Reserves: 11% of Management Plan**

**Annual: \$ 115,880**

**Quarterly Budget: \$22,470**

**Quarterly Actual: \$12,607**

**Actual 2012: \$41,807**

Our 2011 review and 2011 Form 990 and tax filing was prepared by RBZ. Other expenditures were bank fees, payroll fees, taxes, and replenishment of reserves. We have seen a reduction in our actuals due to a reduction in preparation fees. We have also switched from Wells Fargo to Southland and anticipate a continued reduction in banking fees and an increase in interest on our checking and savings accounts.

Kindest regards,

*Blair Besten*

Blair Besten  
Executive Director  
Historic Downtown Los Angeles Business Improvement District





November 1, 2012

Transmission via email

Paul Makowski  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Downtown Los Angeles Business Improvement District

Third Quarter Report: FY 2012

**Sidewalk Operations and Beautification: Annual Budget \$874,980: 64% of Management Plan**

**Safety: Annual \$447,410**

**Quarterly Budget: \$112,630**

**Quarterly Actual: \$105,250**

**Actual 2012: \$309,995**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by Telephone Secretary, a live dispatch operator, 24 hours per day. The safety patrol services hours are Sunday through Tuesday, from 6:00am to midnight, and Wednesday through Sunday, 6:00am to 3:00am to handle the additional nightlife from visitors and residential traffic in Downtown.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. This quarter saw a huge increase in transient activities: sleeping/blocking sidewalk, panhandling, and urinating and defecating in public. There was also an increase in illegal dumping. We have begun stricter enforcement of illegal dumping by noticing merchants, and are working with our clean team partner, Chrysalis on enforcement.

The HDBID staff met with the LAPD Command staff regarding district issues, and also regularly attended Community Police Advisory Board Meetings. The HDBID security team attends LAPD Crime Control meetings and assists LAPD with task forces throughout the area, including pill sales at 5<sup>th</sup> and Broadway and illegal vending arrests and confiscation of goods.



We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance cameras throughout our district, in partnership with other BID's with cameras in their areas. The goal is to have one system, monitored and operated by LAPD. We now have a proposal of costs for construction and three years of maintenance of a camera system.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Sleeping/Blocking	611	536	738		
Drugs/Alcohol	294	304	312		
Trespassing	94	166	252		
Panhandling	167	152	209		
Disturbances	258	244	203		
Contacts	256	130	181		
Illegal Vendors	152	30	121		
Loitering	153	111	72		
Property Crimes	42	41	49		
Urinating/Defecating	19	8	44		
Illegal Dumping	4	17	42		
Monitoring Activity	25	14	27		
Other	28	49	23		
Sick Person	55	40	22		
Physical Contact	32	38	17		
Indecent Exposure	25	28	14		
Vehicle	8	8	13		
Robbery	1	9	7		
Weapons	31	8	6		
Property Damage	6	20	6		
Sexual	7	0	6		
Major Crimes	1	0	0		
Vehicle Crimes	2	2	0		
SOURCE OF ACTIVITY					
Observation	1357	1315	1587		
Call in/Flag Down	822	689	712		
Follow up	59	45	58		



**Maintenance: Annual: \$427,570**  
**Quarterly Budget: \$106,870**  
**Quarterly Actual: \$107,690**  
**Actual 2012: \$323,416**

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HDBID trash cans.

As a supplement to the sweeper crews, the HDBID provides a battery-operated, Tennant Model T-20 Sweeper-Scrubber, which is run 40 hours per week. As a supplement, a high-pressure sidewalk washing system is used 40 hours per month with additional hours in the summer months. In the second quarter we also added 20 hours per week of MT-20 time to the schedule to supplement the heavier, dirtier summer months.

The HDBID board approved the removal of dead trees throughout the district and the gradual replacement with Sego Palms, a drought and stress tolerant landscaping plant. We have continued repainting the planters and organizing them in a more uniform look for the district. We have completed Main Street from 5th to 7th, 5th Street from Main to Broadway, Spring from 5th to 6th and in the second quarter, 6th from Main to Spring, and 4th from Hill to Broadway, and Broadway between 4th and 5th. Many palms have been vandalized or stolen and they continue to be replaced as needed.

We saw another increase in graffiti, the most occurrences happening on Art Walk night. Illegal dumping of large items has stabilized but still remains high. During several Occupy LA protests, we saw a swell in chalk graffiti on the sidewalks and buildings, and these occurrences were either power washed or painted out as needed. During Art Walk Chrysalis supplies the district with additional cardboard trash receptacles to keep the district clean for up to 30,000 visitors to the area.

Services	1st Quarter 2012	2nd Quarter 2012	3rd Quarter	
Trash Bag Count	21,799	21,212	17,736	
Trash Weight (Lbs)	501,377	487,876	407,928	
Graffiti Tags	2230	2305	1615	
Bulk Item Pickup	1299	1046	525	
Pressure Washing	120	128	135	



#### **District Identity, Marketing : Annual Budget \$150,050: 10% of Management Plan**

**Annual: \$150,050**

**Quarterly Budget: \$33,500**

**Quarterly Actual: \$37,504**

**Actual 2012: \$115,079**

The third quarter was a continuation of support for Downtown Art Walk, of which attendance nearly doubles in summer months. Our full security team is deployed to manage the excess of pedestrians and attendees. Additional trash and sidewalk impact is accounted for and services provided by Chrysalis.

We continued with the newsletter, distributing it to an increasing email database. The new HDBID Facebook page membership was up significantly which was established in November 2011.

The costs for marketing and district identity were up due to the investment and launch of a website, and also the marketing, extra deployment, cleanup, and ongoing support of the Historic Downtown Farmers' Market. We continue to distribute flyers throughout downtown residential properties and businesses and do outreach to local restaurants that use local produce. Business to the market is slow, but typical for new markets.

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes bi-monthly meetings for the fabrication of a new sign ordinance, Streetcar board membership and monthly meetings regarding outreach and education. The director continues to actively serve as co-chair of the economic development committee. We are working closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy. The committee conducted a retail survey to assess commercial inventory on Broadway. The director also attends monthly DLANC meetings as an alternate board member. The director is also involved with the Spring Street Park project and operations plan, and is supporting Complete Streets on their plans for parklets on Spring.

In working closely with the Historic Downtown Merchants' Association, we hosted a meeting at Central Station to create a closer relationship between area businesses and LAPD. Due to the number of homeless in the area, and the implementation of AB 109, there has been a rise in quality of life issues which are of grave concern to the community. The meeting served as both educational and an effort to unite the business community in the area to problem solve.

#### **Administration: 15% of Management Plan**

**Annual: \$ 206,240**

**Quarterly Budget: \$47,250**

**Quarterly Actual: \$44,722**

**Actual 2012: \$129,492**

The staff consists of one, full time executive director, Blair Besten and one part time assistant/independent contractor, Fatti Berman. We have a consultant accountant who manages our financial statements and assists with reports to both the board and the city. We have hired temporary, monthly assistance with website updating and future marketing projects for the district.





HDBID hosted monthly board meetings and the following committee meetings in July, August, and September: Steering, Economic Development, Operations, Executive, and Finance.

The HDBID is beginning the renewal process and has hired Urban Place Consulting Group for this purpose. We have begun outreach to area property owners, review of the management plan, and are addressing potential expansion.

**Contingency, City Fees, Legal and Tax Expenses and Reserves: 11% of Management Plan**

**Annual: \$ 115,880**

**Quarterly Budget: \$22,570**

**Quarterly Actual: \$11,098**

**Actual 2012: \$52,905**

We have seen a reduction in our actuals due to a reduction in preparation fees. We have also switched from Wells Fargo to Southland and anticipate a continued reduction in banking fees and an increase in interest on our checking and savings accounts.

Kindest regards,

Blair Besten

Historic Downtown Los Angeles Business Improvement District



City Report  
2012 Q3

	2012 Actual Expense			2012 Budget			
	1st Quarter	2nd Quarter	3rd Quarter	2012 YTD	1st Quarter	2nd Quarter	3rd Quarter Budget
Security	101,407	103,338	105,250	309,995	110,330	111,950	112,630
Sidewalk Services	108,463	107,263	107,690	323,416	106,870	106,870	106,870
Clean & Safe	209,870	210,601	212,941	633,411	217,200	218,820	219,500
							655,520
District ID & Marketing	32,914	44,661	37,504	115,079	49,680	33,390	33,500
							116,570
Adminlstration	42,027	42,744	44,722	129,492	46,990	47,200	47,250
							141,440
Contingency/Fees	29,198	12,607	11,098	52,905	48,370	22,470	22,570
							93,410
Total	314,011	310,612	306,264	930,887	362,240	321,860	322,820
							1,006,940





January 31, 2013

Transmission via email

Rick Scott  
Administrative Services  
Office of the City Clerk City Hall  
Room 224  
200 North Spring Street  
Los Angeles, California 90012

RE: Historic Downtown Los Angeles Business Improvement District

Fourth Quarter Report: FY 2012

**Sidewalk Operations and Beautification: Annual Budget \$874,980: 64% of Management Plan**

**Safety: Annual \$447,410**

**Quarterly Budget:\$112,500**

**Quarterly Actual: \$118,123**

**Actual 2012 YTD: \$428,119**

Safety services are provided by Universal Protection Services and supervised by the HDBID. All call routing is now being monitored by Telephone Secretary, a live dispatch operator, 24 hours per day. The safety patrol services hours are Sunday through Tuesday, from 6:00am to midnight, and Wednesday through Sunday, 6:00am to 3:00am to handle the additional nightlife from visitors and residential traffic in Downtown.

Safety professionals are routinely trained on bicycle, segway, driving operations, traffic and crowd control, narcotic dealings and substances, and CPR/First Aid. We receive regular reports of activities in the district after each shift and deployment schedules prior to each shift. In December, we purchased an F150 truck for confiscation of illegal carts and deployment during inclement weather.

Safety patrol focuses on illegal vending, gambling, narcotics sales, graffiti and tagging, thefts, 41.18, other disturbances, and outreach to area citizens and businesses. Contact is made with homeless individuals and others requiring assistance as needed. This quarter saw a huge increase in transient activities: sleeping/blocking sidewalk, panhandling, and urinating and defecating in public. We saw sick persons and urinating/defecating more than double. We have begun stricter enforcement of illegal dumping by noticing merchants, and are working with our clean team partner, Chrysalis on enforcement, and so far the strategy has greatly reduced our numbers.

The HDBID staff met with the LAPD Command staff regarding district issues in hot spot areas in the District, along with area stakeholders, and also regularly attended Community Police Advisory Board Meetings. The HDBID security team attends LAPD Crime Control meetings and assists LAPD with task forces throughout the area, including pill sales at 5th and Broadway and illegal vending arrests and confiscation of goods.



We are also continuing to meet with LAPD to discuss a strategy for the reintroduction of surveillance cameras throughout our district, in partnership with other BIDs with cameras in their areas. The goal is to have one system, monitored and operated by LAPD. We now have a proposal of costs for construction and three years of maintenance of a camera system.

ACTIVITY	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Year
Sleeping/Blocking	611	536	738	628	
Drugs/Alcohol	294	304	312	262	
Trespassing	94	166	252	212	
Panhandling	167	152	209	266	
Disturbances	258	244	203	297	
Contacts	256	130	181	170	
Illegal Vendors	152	30	121	111	
Loitering	153	111	72	70	
Property Crimes	42	41	49	50	
Urinating/Defecating	19	8	44	70	
Illegal Dumping	4	17	42	16	
Monitoring Activity	25	14	27	41	
Other	28	49	23	42	
Sick Person	55	40	22	56	
Physical Contact	32	38	17	43	
Indecent Exposure	25	28	14	13	
Vehicle	8	8	13	0	
Robbery	1	9	7	6	
Weapons	31	8	6	45	
Property Damage	6	20	6	17	
Sexual	7	0	6	7	
Major Crimes	1	0	0	0	
Vehicle Crimes	2	2	0	0	
SOURCE OF ACTIVITY					
Observation	1357	1315	1587	1498	
Call in/Flag Down	822	689	712	822	
Follow up	59	45	58	100	



**Maintenance: Annual: \$427,570**  
**Quarterly Budget: \$106,960**  
**Quarterly Actual: \$108,091**  
**Actual 2012: \$431,507**

Maintenance services are contracted through Chrysalis, a neighborhood nonprofit organization that offers employment training and opportunities to the homeless and other economically disadvantaged individuals.

Maintenance sweeper crews operate between the hours of 6:00am and 9:00pm, 7 days per week. Crews service the area with the following: sidewalk sweeping, emptying trash receptacles, removing illegal stickers and decals from light poles, removing furniture, boxes, and other items illegally dumped in the district, reporting high-rise and remove low-rise graffiti from buildings and structures, painting out graffiti on public and private property, power washing chalking and "temporary paint" graffiti and animal or human waste and other messes from sidewalks. Chrysalis crews also take initiative repairing, painting and replanting planters, and repairing and/or moving and rebolting HDBID trash cans.

As a supplement to the sweeper crews, the HDBID provides a battery-operated, Tennant Model T-20 Sweeper-Scrubber, which is run 45 hours per week. As a supplement, a high-pressure sidewalk washing system is used 40+ hours per month with additional hours in the summer months. In the second quarter we also added 20 hours per week of MT-20 time to the schedule to supplement the heavier, dirtier summer months.

The HDBID board approved the removal of dead trees throughout the district and the gradual replacement with Sego Palms, a drought and stress tolerant landscaping plant. We have continued repainting the planters and organizing them in a more uniform look for the district. We have completed Main Street from 5th to 7th, 5th Street from Main to Broadway, Spring from 5th to 6th and in the second quarter, 6th from Main to Spring, and 4th from Hill to Broadway, and Broadway between 4<sup>th</sup> and 5<sup>th</sup>. Many palms have been vandalized or stolen and they continue to be replaced as needed. It was voted on that the Broadway planters, being too costly to maintain and more frequently the subject of abuse and theft would be offered to area property owners and businesses in an adoption program.

During Art Walk Chrysalis supplies the district with additional cardboard trash receptacles to keep the district clean for up to 30,000 visitors to the area.

Services	1st Quarter 2012	2nd Quarter 2012	3rd Quarter	4th Quarter
Trash Bag Count	21,799	21,212	17,736	27,724
Trash Weight (Lbs)	501,377	487, 876	407,928	637,652
Graffiti Tags	2230	2305	1615	1574
Bulk Item Pickup	1299	1046	525	1223
Pressure Washing	120	128	135	145



**District Identity, Marketing : Annual Budget \$150,050: 10% of Management Plan**

**Annual: \$150,050**

**Quarterly Budget: \$33,480**

**Quarterly Actual: \$40,102**

**Actual 2012: \$155,181**

The fourth quarter was a continuation of support for Downtown Art Walk. Our full security team is deployed to manage the excess of pedestrians and attendees. Additional trash and sidewalk impact is accounted for and services provided by Chrysalis.

We also continued additional support for the weekend Farmers' Market, in additional personnel for cleaning, set up, power washing, provision of a restroom and for vendors, and security personnel to combat issues of aggressive 5150s, and snatch and grabs of personal items from vendors.

We continued with the newsletter, distributing it to an increasing email database. The new HDBID Facebook page membership was up significantly due to FB advertising. We also hired a consultant for additional updating of the website.

The costs for marketing and district identity were up due to the investment and launch of a website, and also the marketing, extra deployment, cleanup, and ongoing support of the Historic Downtown Farmers' Market. We continue to distribute flyers throughout downtown residential properties and businesses and do outreach to local restaurants that use local produce.

HDBID has been working closely with Bringing Back Broadway initiative to promote the renaissance of Broadway and the surrounding area. This project includes bi-monthly meetings for the fabrication of a new sign ordinance, Streetcar board membership and monthly meetings regarding outreach and education. The director continues to actively serve as co-chair of the economic development committee. We are working closely with CD14 and the other BIDs in the area to market available retail space to new tenants and brokers, and to brand Broadway with a new marketing strategy. The committee conducted a retail survey to assess commercial inventory on Broadway. The director also attends monthly DLANC meetings as an alternate board member. The director is also involved with the Spring Street Park project and operations plan, and is supporting Complete Streets on their plans for parklets on Spring.

In working closely with the Historic Downtown Merchants' Association, we hosted another meeting in December at Central Station to train businesses on quality of life issues, ordinances, and enforcement tactics. Due to the number of homeless in the area, and the implementation of AB 109, there has been a rise in quality of life issues which are of grave concern to the community. The meeting served as both educational and an effort to unite the business community in the area to problem solve.





**Administration: 15% of Management Plan**

**Annual: \$ 206,240**

**Quarterly Budget: \$64,800**

**Quarterly Actual: \$45,944**

**Actual 2012: \$175,436**

The staff consists of one, full time executive director, Blair Besten, and an independent office consultant, Patti Berman. We have a consultant accountant who manages our financial statements and assists with reports to both the board and the city. We have hired temporary, monthly assistance with website updating and future marketing projects for the district.

HDBID hosted monthly board meetings and the following committee meetings in July, August, and September: Steering, Economic Development, Operations, Executive, and Finance.

The HDBID is beginning the renewal process and has hired Urban Place Consulting Group for this purpose. We have begun outreach to area property owners, conducted a survey for general benefits, and are currently revising the management plan and engineers report for final submittal to the clerk's office.

**Contingency, City Fees, Legal and Tax Expenses and Reserves: 11% of Management Plan**

**Annual: \$ 115,880**

**Quarterly Budget: \$22,470**

**Quarterly Actual: \$3,218**

**Actual 2012: \$56,122**

We have seen a reduction in our actuals due to a reduction in preparation fees. We have also switched from Wells Fargo to Southland and have received a marked increase in interest on our savings account.

Kindest regards,

Blair Besten

Historic Downtown Los Angeles Business Improvement District



For City Report

	1st Qtr Actuals	2nd Qtr Actuals	3rd Qtr Actuals	4th Qtr Actuals	YTD Actuals	1st Qtr Budget	2nd Quarter Budget	3rd Quarter Budget	4th Quarter Budget	YTD Budget
Security	101,407	103,338	105,250	118,123	428,119	110,330	111,950	112,630	112,500	447,410
Sidewalk Services	108,463	107,263	107,890	108,091	431,507	106,870	106,870	106,870	106,960	427,570
Clean & Safe	209,870	210,601	212,941	226,214	859,625	217,200	218,820	218,500	219,460	874,980
District ID & Marketing	32,914	44,661	37,504	40,102	155,181	49,680	33,390	33,500	33,480	150,050
Administration	42,027	42,744	44,722	45,944	175,436	46,990	47,200	47,250	64,800	206,240
Contingency/Fees	28,199	12,607	11,098	3,218	56,122	48,370	22,470	22,570	22,470	115,880
Total	314,011	310,612	306,264	315,477	1,246,364	362,240	321,880	322,820	340,210	1,347,150

